



Volunteer Coordinator Handbook

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Section 1

Program Overview

Section 1:

The Adopt-A-Beach Program

The program strives to:

- ***Raise public awareness;***
- ***Educate citizens about the sources of marine debris; and***
- ***Generate public support for state, national and international action to clean up coastal waters.***

Brief History

The Texas General Land Office Adopt-A-Beach Program is an all-volunteer effort that began in 1986. The program is dedicated to preserving and protecting Texas beaches. The program's success is due to the generous efforts of dedicated volunteer site coordinators, coastal community leaders, sponsors and citizens. Strong support from the private sector helps carry our message to Texans all across the state.

Due to currents in the Gulf of Mexico, trash dumped anywhere in the gulf is likely to end up on a Texas beach. During cleanups, volunteers record information such as the source and type of debris collected on data cards provided by the Ocean Conservancy. The data collected from these data cards has been instrumental in the passage of international treaties and laws aimed at reducing the amount of offshore dumping.



Dates When Cleanups are Held

Annual Fall and Spring Cleanups are held all along the Texas coast, from Beaumont to Brownsville. Two special cleanups, the Winter Cleanup on South Padre Island and the Coastal Bend Winter Cleanup in the Coastal Bend area, are also held annually.

The Fall Cleanup is held on the 3rd Saturday of September and the Spring Cleanup is generally held on the fourth Saturday of April, unless that weekend coincides with a holiday, such as Easter or Rosh Hashanah, or other large-scale events hosted on the coast. The Winter Cleanups are generally held on the first Friday of February on South Padre Island and the first Saturday of February in the Coastal Bend.

Coordinators are notified of the exact dates of upcoming cleanups well ahead of time.

Economic and Environmental Incentives

Keeping Texas beaches clean and safe is an economic as well as environmental priority. Coastal tourism is a \$7 billion industry and commercial fishing is a \$1.9 billion business.

By keeping our beaches clean, we ensure that tourists and residents have a memorable experience, as well as ensuring that our gulf remains healthy enough to thrive.

Additional Adopt-A-Beach Programs

The Texas General Land Office also sponsors the Beach Adopter Program, the Adopt-A-Beach Treasures of the Texas Coast Children's Art Contest, the Adopt-A-Beach Patch Program, and the Adopt-A-Beach License Plate Program. More information about these programs can be found online at the Adopt-A-Beach website at www.texasadoptabeach.org or in Section 6 of your coordinator handbook.

Section 1:

Site Coordinator Role

While direction for the Adopt-A-Beach Program comes from the Texas General Land Office, it's the Site Coordinators who really make things happen along the coast. The following information outlines the role of the Volunteer Coordinator.

Site Coordinators take care of the following:

- Organize Spring and Fall (and possibly Winter) Adopt-A-Beach cleanup events.
- Recruit cleanup volunteers and sponsors.
- Distribute Adopt-A-Beach Cleanup promotional materials (see Section 4).
- Organize Beach Adopter adoption groups (see Section 6).
- Provide information to the Adopt-A-Beach Program, including:
 - Cleanup results
 - Tallied data cards (if necessary)
 - Names and addresses of sponsors
 - Supply request forms
 - Liability/photo release forms
 - Any changes in cleanup check-in location or personal contact information (telephone numbers, address, email address)

Section 1:

Texas General Land Office Role

Direction for the program comes from the Texas General Land Office Adopt-A-Beach staff in Austin. The following information outlines the role of the Land Office.

From Austin, the Adopt-A-Beach Program takes care of the following:

- Design and distribute promotional materials such as TV and radio public service announcements, press releases, event marketing materials, social media, etc.
- Procure statewide sponsors to underwrite cleanups.
- Keep the Adopt-A-Beach website up-to-date and have online registration for each site available prior to the event.
- Provide support and assistance to our local site coordinators:
 - Send supplies for cleanups; and
 - Provide information on all Adopt-A-Beach events.
- Keep updated statistics from cleanups and work with the Ocean Conservancy online data reporting system.
- Coordinate Special Cleanups.

Section 2

Site Coordinator Duties and Procedures

Section 2:

Volunteer Recruitment and Motivation

Volunteers are an essential part of the Texas General Land Office Adopt-A-Beach Program. Volunteers are not only necessary to help clean up our beaches, they are also needed to help volunteer coordinators set up site areas and help on the day of the event.

What motivates people to volunteer?

Typically, people volunteer because they feel compassion for a cause, have an interest in the activity or work, want a new perspective on things, or recognize how important the activity is to people. People typically report three different ways of learning about their volunteering activities: Someone told them, they participated through an organization, or they became involved through a family member or relative.

- * High school and college students are often looking for community service hours.

What communication method should be used to find volunteers?

Your first method of contact should generally be a phone call, an email or posting on Facebook. Make sure to give them:

- Your name
- Brief description of the Adopt-A-Beach Program
- Reason for calling
- Best method of contact (phone and/or email address)

If posting a cleanup on a community calendar, make sure to include:

- Texas General Land Office Adopt-A-Beach website
www.texasadoptabeach.org
- Toll free line 1-877-TXCOAST (892-6278)

Where can you find people to volunteer?

Volunteers can be found almost anywhere. The following are good places to start:

- **Churches**
- **Schools**
 - All grade levels
 - Key Clubs
 - Honor Societies
 - Science Classes and Organizations
 - Colleges and Universities
 - Greek and Spirit Organizations
- **Environmental Organizations**
 - Surfriders
 - Coastal Conservation Association
 - Sierra Clubs
- **Local Community Calendars**
 - Chamber offices
 - Newspapers
 - Websites
 - Newsletters
- **Community Service Organizations**
 - Kiwanis Clubs
 - Lions Clubs
 - Rotary Clubs
- **Youth Groups**
 - Boy Scouts
 - Girl Scouts
 - 4-H Clubs
 - Cub Scouts
 - Brownies
 - Campfire Girls
- **Corporations**
- **Facebook**
- **Twitter**

Section 2:

Guidelines: Branding

Here are some ways you can help the Texas General Land Office Adopt-A-Beach Program continue to grow as a highly visible, highly successful statewide effort synonymous with clean beaches!

Use official trademarked Adopt-A-Beach logo in any cleanup-related printed or Web-based material.

- With one unique logo along the coast, people can recognize this as a statewide effort involving thousands of volunteers.
- The Adopt-A-Beach Program makes it easy to use the Adopt-A-Beach logo with clearly defined graphic standards. If you want to use the Adopt-A-Beach logo on your T-shirt design, handouts, or flyers, we can provide the logo for you or your commercial printer in any format.
- For exact guidelines on logo use, please refer to our branding guide (Section 8).

Wear your Adopt-A-Beach polo shirts and hang your logo & safety banners at every cleanup.

- This identification will help the program succeed by linking you and your cleanup with the statewide coastal cleanup effort.
- We realize that some of the cleanup sites are state parks and national parks and there are requirements by employers to wear designated uniforms.

Section 2: Guidelines: Data

Because of crucial deadlines, it is imperative that the Texas General Land Office Adopt-A-Beach Program office in Austin receives information from you in a timely manner. Listed below are a few ways to help make the program function most effectively.

Respond in a timely manner and meet deadlines.

- Please be sure to provide your check-in site information, contact information, supply request forms, cleanup result reporting forms, tallied summary cards and liability release/photo release registration forms prior to and following the event.

Know how to use the Adopt-A-Beach and Ocean Conservancy's International Coastal Cleanup Data Cards.

- The Ocean Conservancy card is used for the Fall Cleanup and the Adopt-A-Beach card is used for all other cleanups.
- Once the cleanup is over, please tally all data cards, put category totals on the summary card and send the summary card only to Austin. You can recycle the data cards.
- Notify Austin immediately if you are unable to tally your data cards. Please remember you can reach out to groups and individuals listed on pg. 10 to ask for help with this task.
- We really want to move people to use the Clean Swell app. A free download for Android and iOS phones

Use standard trash bag to calculate pounds to tons conversion formula.

- Whenever possible, please provide us with the exact amount of trash removed from your site or use one of the following formulas based on trash bag size:
 - Number of 13-gallon bags x 12 = lbs of trash / 2,000 = tons of trash.
 - Number of 30-gallon bags x 25 = lbs of trash / 2,000 = tons of trash.
 - Use weight conversion chart for more information (Section 5).

Section 2:

Guidelines: Logistics

Here are some ways you can help your cleanup site be highly organized, well managed and successful.

Respond in a timely manner to Austin for requests for assistance.

- Provide a timely response to information requests, help applicants sign up for the Beach Adopter Program, help sign up volunteers for cleanup events, and assist in organizing “special” cleanups.

Designate a visible and accessible area for check-in at cleanup.

- Display your Texas General Land Office Adopt-A-Beach logo & safety banners, and have a sign-in table and your Adopt-A-Beach tent if possible.

Ease of check-in and assistance.

- Arrive early on cleanup mornings to set up and be ready by 8:30 a.m.
- Be sure that you/your designee(s) are at the check-in site location for the duration of the cleanup to provide volunteer assistance.

Sufficient water and supplies at the site.

- Remember to have adequate supplies and water at check-in sites and stations, if necessary, positioned along the cleanup areas so that volunteers have necessary items to perform their duties.

First aid/emergency situations at check-in site locations.

- Please have a first aid kit and, if possible, standby emergency personnel at your site. Know the location and directions of the nearest hospital.
- Post safety banners and fliers at check-in and ensure volunteers receive safety instructions.

Weather.

- Remember – cleanups take place rain or shine.
- In the event of rainfall, please stay in your car or a location at your site—if it is safe to do so. This rule applies unless there are severe weather conditions—flooding, hail, lightning, high winds, hurricanes, tornadoes, etc.

“Notify Austin First”.

- Be sure to contact us first if there are changes to your check-in site location due to weather conditions or if the site cannot be accessed due to safety concerns.
- In the event this occurs on the Friday before the cleanup or the morning of the event, please contact:
 - **Adrian Loucks: 512-694-1239**

Positively interact with volunteers before, during and after the cleanup.

- Please be a positive role model for your volunteers and represent the Texas General Land Office Adopt-A-Beach Program in a professional manner.
- Never use your volunteer coordinator position for political purposes and/or political gain.

Section 3

Media and Interview Information

Section 3: Media Coordinator Role

Each of the five coastal media markets (Houston/Galveston, Victoria, Corpus Christi, Beaumont, and the Rio Grande Valley) has a Texas General Land Office Adopt-A-Beach Volunteer Media Market Coordinator.

Media Coordinators role:

- Work directly with Texas General Land Office Communications department and Adopt-A-Beach media contacts (both local television and radio) to get information out to the public about each cleanup with the goal of getting people to volunteer.
- Work to support all site coordinators in the market to ensure that all sites are publicized – and include site coordinators in interviews/news stories as appropriate.
- On the day of the cleanup, coordinate all media at the official market site.



Section 3: Conducting an Interview

While the Texas General Land Office Adopt-A-Beach Program has media coordinators for each market, you may be asked to do an interview of your own, either on camera and/or over the phone. The following are a few tips that can help you interview successfully and with ease.

Before the Interview:

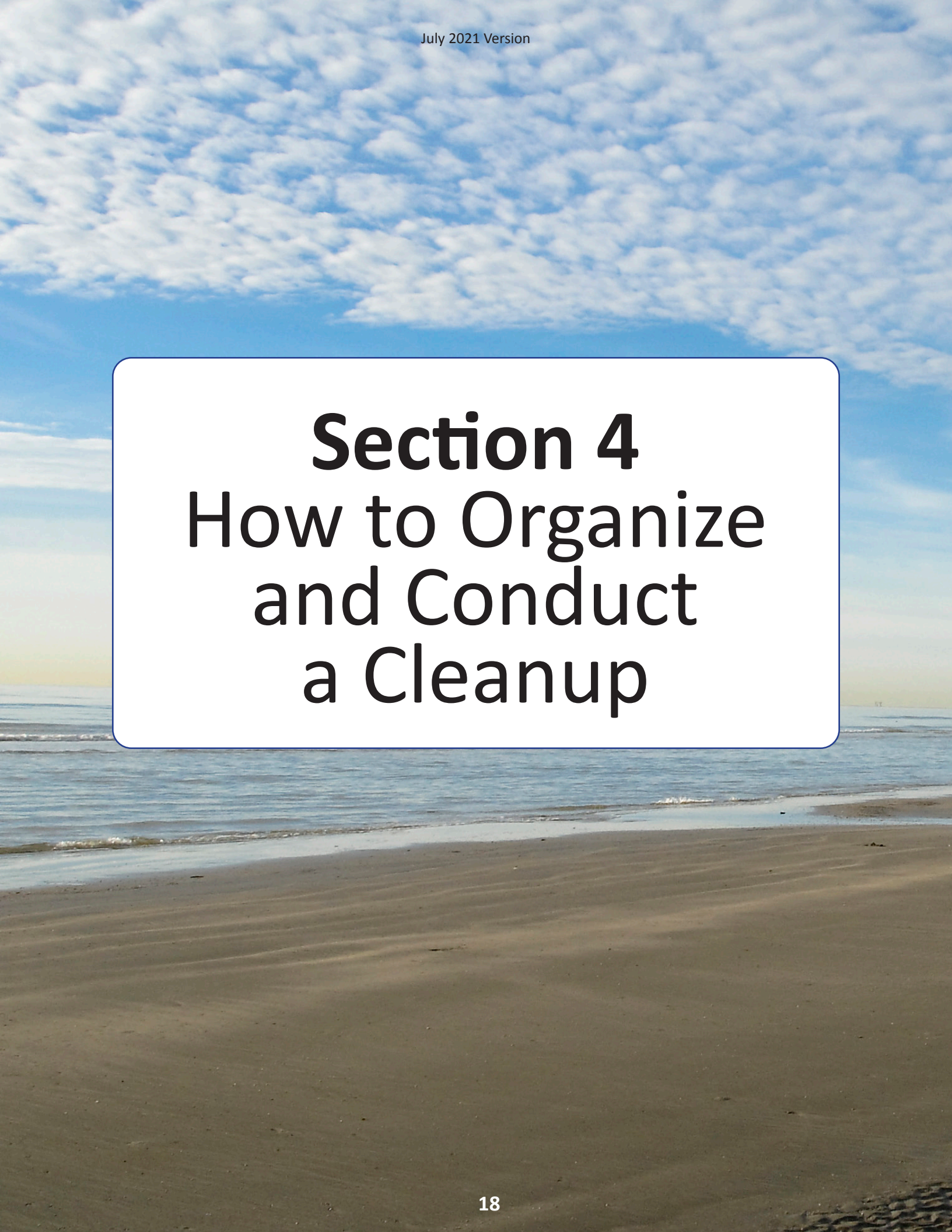
- Make sure you know the time, date and location of the interview.
- Arrive early.
- Ask about the line of questioning. Do they have a list of questions they're going to ask? Find out.
- Be prepared to answer any questions.

During the Interview:

- Do not chew anything (gum, candy, food, etc.).
- Make sure your cell phone is OFF unless you're using it to conduct the interview.
- If on TV, make appropriate eye contact. Don't look at the camera, focus on the interviewer.
- If on TV, smile and speak clearly.

Important talking points:

- **Who:** Texas General Land Office Adopt-A-Beach Program.
- **What:** We are a statewide, all-volunteer effort to rid Texas beaches of litter.
- **When:** We have coastwide cleanups twice a year, one in the Fall, and another in the Spring.
- **Where:** All along the Texas coast! From Beaumont to Brownsville.
- **Why:** The Adopt-A-Beach Program is committed to keeping Texas beaches clean and safe for residents, visitors and wildlife.



Section 4

How to Organize and Conduct a Cleanup

Section 4: Planning Your Cleanup

It may be necessary to get permission from the city, agency or parties legally responsible for your site. The local department of municipal services and/or department of parks and recreation should be able to answer your questions or put you in contact with the proper authorities. If you need assistance, please contact the Texas General Land Office Adopt-A-Beach Program.

Spring and Fall Cleanups

- Held annually, all along the Texas coast.
- The Fall Cleanup is held the 3rd Saturday of September and the Spring Cleanup is held on the 4th Saturday of April.
 - If there is a conflicting holiday or large coastal event, the cleanup will be rescheduled.

Winter Cleanups

- Held at South Padre Island and the Coastal Bend area.
- Held during the first weekend in February.
 - South Padre Island Cleanup is held on Friday.
 - Coastal Bend Cleanup is held on Saturday.

Give yourself plenty of time to recruit people and plan the event.

- Decide how many people you need to assist you and recruit a few extras.
 - Many times people will cancel with little or no notice and you don't want to end up shorthanded.
- Look for volunteers! (See section 2 for ways to recruit)
 - They can help with phone calls, e-mails, recruiting sponsors, gathering material, safety, crowd control, recording/tallying data, etc.

Arrange to have trash removed as soon as possible after the cleanup.

- You can usually get this done by local agencies without a fee.
- Consider separating the recyclable materials, if possible.

Have plenty of drinking water available. Consider getting it donated locally.

Arrange to have designated parking areas for participants.

- Check with local authorities for free parking areas; they may be able to designate a parking area for the cleanup.
- If there is a charge for parking, or a permit is required, in your cleanup zone, please arrange to have the local authorities waive the fee on cleanup day, or contact the Adopt-A-Beach Program for assistance.

Post banners to help direct people to the cleanup.

Checklist of items provided by the Adopt-A-Beach Program:

- Data cards/summary cards (We are moving away from paper, so try and promote use of the Clean Swell app to track data)
- Forms - liability release/photo release, cleanup results, community service forms
- Gloves - non-latex surgical gloves
- Safety sheets
- Banners (Adopt-A-Beach logo and safety banners)
- Trash bags
- Pencils (These are being phased out with use of the Clean Swell app)
- Patches
- Thank-you letters and/or certificates of appreciation to local sponsors

Checklist of items provided by you:

- Cellular phone for emergency use
- Drinking water/refreshments
- Emergency supplies/first aid kit and/or standby emergency personnel
- Volunteers to help you at the cleanup (registration, cooking, etc.)
- List of emergency contacts and phone numbers
- Tables and chairs

Section 4: Supplies and Sponsors

To ensure that you have everything you need for the cleanup, check your supply box from the Texas General Land Office Adopt-A-Beach Program as soon as you receive it. This way problems can be solved quickly and it will be less stressful for any parties involved.

Supply Orders

- Open your supply order PRIOR to the cleanup to ensure that you have everything you need.
- If you discover you need additional items, the Adopt-A-Beach staff can get them to you quickly.
- The Adopt-A-Beach Program provides:
 - Trash bags
 - * Data cards
 - Gloves
 - * Pencils
 - Brochures/posters (or other forms of promotion)
 - * Liability release/photo release waivers
 - Safety sheets
 - Banners (Adopt-A-Beach logo and safety banners)
 - Community Service Forms
 - Patches

**** We hope to get to paper-free events.***

- The Volunteer Coordinator should secure:
 - Water for volunteers
 - Refreshments, if possible

Things to remember when trying to secure sponsors.

- Many factors, such as the size and location of your event, will affect the decisions of potential financial and/or in-kind supporters.
- Make a list of everything you need to make the event a success before you approach a potential sponsor.
- When the list is complete, approach potential contributors based on the benefits they will gain from being a sponsor.
 - Companies are more willing to help if there is some sort of recognition for them. Let them know they can bring their company banners or signs to cleanups.
 - Remind them how businesses benefit from community and environmental involvement.
- When you approach businesses for support, be sure to make them aware that you are a volunteer and that Adopt-A-Beach is a nonprofit.
- Allow plenty of time to meet your needs and acknowledge sponsors whenever possible.
 - Newspapers
 - Television
 - Radio
 - Flyers
 - At check-in and/or lunch, or both, when making announcements
 - Social media (Facebook, Twitter)



Section 4: Safety

Safety at Texas General Land Office Adopt-A-Beach Program cleanups is of prime importance! Being prepared and emphasizing safety information is the best way to ensure a safe and successful event.

The Adopt-A-Beach Program provides:

- Safety Banners
- Safety Sheets (laminated and printed copies)
 - Post at your cleanup and pass out to volunteers.
- Liability Release/Photo Release Form
 - All participants must read and sign this form before taking part in the cleanup.
 - Volunteers who register online must “sign” these electronically, so do not need to sign up again.
 - Please mail or email the liability/photo release forms after your cleanup to the Adopt-A-Beach Program at the following address:

**Texas General Land Office Adopt-A-Beach Program
P.O. Box 12873
Austin, TX 78711-2873
beach@glo.texas.gov**



Safety considerations to remember:

- Evaluate the site prior to the event.
- Walk and/or drive the area to make sure there are no hazardous materials present and that the beach is accessible.
- Check to see if there are areas that need to be cordoned off during the event.
- If you are planning a cleanup under a pier or dock, warn volunteers of boat traffic, fishing lines, etc.
- Encourage people to stay in groups.
 - By keeping people in teams, it's more likely that a potential danger will be spotted and avoided before a problem occurs.
- Review where the trash bags are to be placed after they're full, such as by trash barrels and/or along the line of vegetation, etc.
- Warn people of potential hazards such as:
 - Metal containers/any other unmarked container
 - Sharp needles and medical waste
 - Holes
 - Cliffs
 - Unstable ground
 - Muddy areas
 - Tide changes
 - Weather conditions
 - Sand dunes/snakes
- Materials such as driftwood or vegetation are not to be removed.
- Only trash and man-made debris are to be removed.
- Appoint a safety coordinator.
 - Someone who has medical, first aid/CPR training and supervisory training is preferable.



Section 4:

Publicity and Promotion

Effective promotion can turn your cleanup into a success and benefit your next cleanup. By informing the public about what you are doing and why you are doing it, you are likely to get news coverage, which will help when you ask for support in the future.

The Texas General Land Office Adopt-A-Beach Program role:

- Write and distribute statewide press releases for cleanups.
- Produce and distribute TV and radio public service announcements.
- Mail out thousands of postcards to individuals, companies and organizations across the state.
- Prior to events, use of social media to promote cleanups.
- Maintain the Adopt-A-Beach website with cleanup locations and easy sign up ability for volunteers.

The Volunteer Coordinator's role:

- Complete and submit your Supply Request Form with how many brochures and posters you need.
- Ask your local paper, chamber and county offices to list your cleanup site in their community events calendars and invite them to do a story on your cleanup, volunteers and sponsors.
- Ask stores, clubs, libraries, museums and local agencies to distribute or post cleanup brochures and posters.
- Post on your own Facebook and Twitter accounts (share from AAB accounts) and use #BetterBeaches as much as possible.
- To give participants an even greater incentive to participate, plan a raffle or prize give-away for the best/most unusual trash found.
- Please do not commit Adopt-A-Beach to any expenses such as program ads, T-shirts or food.



Section 4:

Day of Cleanup

Data Cards/the use of the Clean Swell app is VERY IMPORTANT! While they may be tedious to fill out, please explain the importance of this information to your volunteers. The data collected from cleanups helps us better understand where we need to focus our education efforts.

Registration

- All Texas General Land Office Adopt-A-Beach volunteers must sign the Texas General Land Office liability/photo release form online at texasadoptabeach.org and review the safety sheets.
- Post Adopt-A-Beach logo and safety banners near registration area.

Assigning Miles of Beach/Cleanup Organization:

- Streamline your process as much as possible.
 - Volunteers have been driving for a while, sometimes over an hour to get to the site. They will get frustrated if it takes a long time to get their assignment and supplies.
- Have a map of your cleanup area when directing people to an area of beach.
- Pay attention to signs, mile markers or other landmarks.
 - This helps volunteers easily locate the correct site.
- You may want to consider making zone marker signs and placing them in the sand on the morning or evening before the event to designate certain areas.
- Consider having a volunteer assist you with each zone.
 - The volunteer can stay at the post to hand out extra supplies and bottled water and answer questions.
 - Or ask a volunteer to drive up and down the beach to help with this role.
- Be sure to review the process with your volunteers BEFORE the cleanup.

Handing Out Supplies:

- Try to make this process as simple as possible.
- Some site coordinators assemble packets containing gloves and trash bags in advance for groups and individuals. This is a good option for those looking to volunteer in other capacities.

Data Cards:

We are moving away from printed materials. Ask them to download the Clean Swell app instead.

- Hand out to volunteers to record items they pick up.
- Encourage groups of 2-3 to share data cards.
- Completed cards should be returned to the site coordinator(s) after the cleanup and then tallied prior to sending the information to the Adopt-A-Beach program at:

Texas General Land Office Adopt-A-Beach Program

P.O. Box 12873

Austin, Texas 78711-2873

or via email: beach@glo.texas.gov

Results:

- During the cleanup, please keep track of:
 - Number of volunteers
 - Miles cleaned
 - Pounds of trash collected (see Section 5).
 - Unusual items.
- Fill out the Cleanup Results Form and email or text Adrian at adrian.loucks@glo.texas.gov or 512-694-1239 by **noon on Monday** following the cleanup.

Things to Remember:

- Your goal is to leave the area cleaner than it was when you arrived. Make sure not to leave anything behind except your footprints.
- Do not remove trash if it will cause damage to marine or other life
 - Example: coral growing on a glass bottle.
- Be careful where you walk.
 - Well-intentioned people can damage the environment in their efforts to preserve it.
- Only remove what does not belong in the area.
 - Leave natural materials behind.
- Plan your event far in advance.
 - The more time you allow yourself, the less rushed you will find yourself on the day of the event.
- Keep records of your contacts for future cleanups.
- Locate the bathrooms.
 - If there are no bathrooms, make arrangements for portable toilets to be delivered by a sponsor, if possible.
- Recommend they stay out of the dunes (safety issue/snakes).
- **Arrange to have all trash and recyclable materials collected as soon as possible after your cleanup. This is very important!**



Section 4: Cleanup Checklist

Required:

- Confirm site location
- Obtain any permits needed (city, county, etc.)
- Know where the restrooms are located.
- Coordinate with waste haulers on the pickup, transport and disposal of collected litter
- Recruit assistance/volunteers to help you with “day of” plans - registration, cooking, set up, break down, etc.
- Obtain drinking water for volunteers
- Plan an agenda for your event
- Get tables and chairs for registration
- Make sure you have all of your supplies for the cleanup
- Have a cell phone for emergency use at the event
- Be ready for an emergency. Have a first aid kit and/or arrange to have a medically trained person on site. Know the name and directions to the nearest hospital.
- Check, check, and triple check all logistics!

Recommended:

- Solicit in-kind corporate/business goods and services and cash to support event
- Obtain refreshments
- If there are no restrooms on site, arrange to have port-o-potties donated and delivered for your event
- Have a nurse or EMT on site at your event to handle medical emergencies
- Have a tent (AAB tent preferably) for registration if there is no pavilion or covered area available
- Recruit volunteer groups - schools, groups, businesses
- Market the program/event through presentations to civic groups, schools, youth organizations, faith based programs and government

Day of Event:

- Have plenty of help getting everyone registered.
- Have volunteers sign the registration - liability/photo release form if they didn't sign up online, but encourage them to sign up online that morning.
- Display safety and logo banners at registration area.
- Display Safety Sheets on registration table and pass out copies to volunteers.
- Go over safety items as the volunteers sign in.
- Have maps available if volunteers have to get back in their car and drive to their cleanup zone.
- Have plenty of cleanup supplies for your volunteers (data cards, pencils, bags and gloves.)
- Have community service forms and youth patches for your volunteers.
- Smile and have FUN!
- Thank everyone involved including yourself!

Section 4: Follow Up

Postage paid envelopes will be provided for mailing the materials listed below.

Follow Up:

- Complete the Cleanup Results Form and email or text Adrian at adrian.loucks@glo.texas.gov or 512-694-1239 by **noon on Monday** following the cleanup.
- E-mail your complete list of sponsors. We will send thank-you letters signed by the Texas Land Commissioner. Please be sure to include:
 - Full names
 - Company/Organization
 - Mailing address

A spreadsheet with this information is much appreciated.

- If using data cards, please mail or scan and email the tallied summary card to the Adopt-A-Beach Program.
- Thank your local sponsors.

Contact/Mailing information:

- Mailing Address: **Texas General Land Office Adopt-A-Beach Program**
P.O. Box 12873
Austin, Texas 78711-2873
- E-mail: **beach@glo.texas.gov**

Section 4:

Winter Cleanups

Winter Cleanups are the same as large cleanups, but on a much smaller scale. The Texas General Land Office Adopt-A-Beach Program will do all promotion and help those regions' coordinators organize their events.

Winter South Padre Island Cleanup

- The Texas Adopt-A-Beach Program and the Cameron County Parks Department sponsor an annual Winter Cleanup at South Padre Island.
- The cleanup is generally held on the first Friday in February.
- The cleanup started in 1996 and attracts Winter Texans and school groups to clean 3-5 miles of beach each year.
- The Winter Cleanup is unique in that volunteers from across the country come together to clean the beach, and now more and more valley schools are participating as well.
- Many of the volunteers are retirees who migrate to Texas during the winter months.

Winter Coastal Bend Beach Cleanup

- The cleanup began in 2005 and falls on the Saturday following the Winter Cleanup at South Padre Island.
- Great opportunity for school groups and people from all walks of life to help clean our coastline during the winter months.

Section 5

Data Cards / Clean Swell app

Section 5:

Data Cards / Clean Swell app - Overview

The data card and Clean Swell app are tools used worldwide to obtain information on significant types of debris. This information helps identify pollution trends and helps develop solutions to eliminate debris problems.

Data cards / Clean Swell app:

- Identify litter and pollution activities and sources in a particular region, state or country.
- Help us trace pollution to its source.
- Impact current or future environmental policies and legislation.
- Promote public awareness and educate the public on strategies needed to control and prevent marine pollution and debris.

Marine debris is any manufactured item that ends up as trash in our oceans, inland lakes or waterways. Listed on the following page are types of marine debris broken down into categories.

Categories of marine debris on data cards:

- Most Likely to Find Trash Items
 - Cigarette butts, plastic pieces, plastic bottle caps, etc.
- Fishing Gear
 - Debris from recreational fishing and boating; commercial fishing, cargo, military and cruise ships; and offshore industrial activity such as oil drilling.
- Packaging Materials
 - Tobacco product packaging, 6-pack rings, strapping bands, foam and plastic packaging, etc.
- Other Trash Items
 - Balloons, appliances, construction materials, tires, fireworks, cigar tips, cigarette lighters, etc.
- Personal Hygiene
 - Debris left by beachgoers or disposed of improperly into toilets and city streets.
- Clean Swell app features most of the items mentioned above.

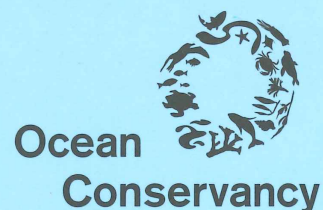
Impact marine debris can have:

- Health and Human Safety
- Habitat Destruction
- Wildlife Entanglement and Ingestion
- Vessel Damage
- Aesthetic and Economic Impacts



VOLUNTEER

OCEAN TRASH DATA FORM



Ocean and waterway trash ranks as one of the most serious pollution problems choking our planet. Far more than an eyesore, a rising tide of marine debris threatens human health, wildlife, communities and economies around the world. The ocean faces many challenges, but trash should not be one of them. Ocean trash is entirely preventable, and data you collect are part of the solution. The International Coastal Cleanup is the world's largest volunteer effort on behalf of ocean and waterway health.

HERE IS HOW IT WORKS:



SITE INFORMATION:

Cleanup Site Name:

State or Province: Zone or County:

Country: Nearest Crossroad or Landmark:

NUMBER OF VOLUNTEERS WORKING ON THIS CARD:

adults

children (under 12)

MOST UNUSUAL ITEM COLLECTED:

TYPE OF CLEANUP:

Land: ☐ Underwater: ☐ Watercraft: ☐

Please return this form to your area coordinator.

If you are unable to do so, please mail or email it to:

Ocean Conservancy
Attn: International Coastal Cleanup
1300 19th Street, NW, 8th Floor
Washington, DC 20036
cleanup@oceanconservancy.org

Trash Free Seas: www.oceanconservancy.org/cleanup

Be a Green Boater: www.oceanconservancy.org/do-your-part/green-boating

Sponsors: www.oceanconservancy.org/cleanupsponsors



TRASH COLLECTED

Citizen scientist: Pick up all trash and record all items you find below. No matter how small the items, the data you collect are important for Trash Free Seas.[®]

EXAMPLE:

Plastic Bags:

|||||

TOTAL #

= 8

Please DO NOT use words or check marks.
Only **numbers** are useful data.

MOST LIKELY TO FIND ITEMS:

Cigarette Butts:	=	Beverage Bottles (Plastic):	=
Food Wrappers (candy, chips, etc.):	=	Beverage Bottles (Glass):	=
Take Out/Away Containers (Plastic):	=	Beverage Cans:	=
Take Out/Away Containers (Foam):	=	Grocery Bags (Plastic):	=
Bottle Caps (Plastic)	=	Other Plastic Bags:	=
Bottle Caps (Metal)	=	Paper Bags:	=
Lids (Plastic) :	=	Cups & Plates (Paper):	=
Straws/Stirrers:	=	Cups & Plates (Plastic):	=
Forks, Knives, Spoons:	=	Cups & Plates (Foam):	=

FISHING GEAR:

Fishing Buoys, Pots & Traps:	=
Fishing Net & Pieces:	=
Fishing Line (1 yard/meter = 1 piece):	=
Rope (1 yard/meter = 1 piece):	=

TOTAL #

PACKAGING MATERIALS:

6-Pack Holders	=
Other Plastic/Foam Packaging:	=
Other Plastic Bottles (oil, bleach, etc.):	=
Strapping Bands:	=
Tobacco Packaging/Wrap:	=

TOTAL #

OTHER TRASH:

Appliances (refrigerators, washers, etc.):	=
Balloons:	=
Cigar Tips:	=
Cigarette Lighters:	=
Construction Materials:	=
Fireworks:	=
Tires:	=

TOTAL #

PERSONAL HYGIENE:

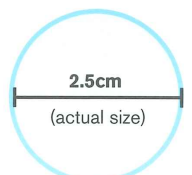
Condoms:	=
Diapers:	=
Syringes:	=
Tampons/Tampon Applicators:	=

TOTAL #

TINY TRASH LESS THAN 2.5CM:

Foam Pieces	=
Glass Pieces	=
Plastic Pieces	=

TOTAL #



DEAD/INJURED ANIMAL	STATUS	ENTANGLED	TYPE OF ENTANGLEMENT ITEM
	Dead or Injured	Yes or No	

ITEMS OF LOCAL CONCERN:

1.	2.	3.
----	----	----

CLEANUP SUMMARY (circle units)

Number of Trash Bags Filled: Weight of Trash Collected: lbs/kgs Distance Cleaned: miles/km

COORDINATOR

OCEAN TRASH DATA FORM

Ocean
Conservancy



DEAR CLEANUP COORDINATOR:

Thank you for your hard work, dedication and valuable time spent for this important cause! We appreciate your commitment and passion for trash free seas.

Before you complete this form, compile all data from the Volunteer Ocean Trash Data Form. For each item of trash, add the total number of pieces and enter this number in the "Total" box on the back of this data form. Numbers are the only valid form of data, so please DO NOT use words or check marks in the boxes next to ocean trash items.

NAME: _____

EMAIL: _____

CLEANUP SITE DESCRIPTION

Type of Environment (choose one):

- ☐ Saltwater (Ocean/Bay/Estuary)
- ☐ Freshwater (River/Stream/Lake)
- ☐ Inland (No Water Body Present)

Mode of Data Collection (choose one):

- ☐ Land (beach, shoreline or inland)
- ☐ Underwater
- ☐ Watercraft (powerboat, sailboat, kayak or canoe)

CLEANUP SITE LOCATION

Cleanup Site Name (beach, park, etc.): _____

State or Province: _____

Zone or County: _____

Country: _____

Nearest Crossroad/Landmark _____

CLEANUP SUMMARY

Month: _____ Day: _____ Year: _____ Total Number of Volunteers at this site: Adults: _____ Children: _____

Total Weight of Trash Collected: _____ lbs. or _____ kgs. Total Number of Trash Bags Filled: _____

Estimated Distance Cleaned: _____ 1/4 _____ 1/2 _____ 3/4 _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ (circle one) Other: _____

Distance Measured In: _____ Miles or Kilometers (circle one)

MOST UNUSUAL ITEM(S) COLLECTED:

1. _____

2. _____

3. _____



Please return this form along with all Data Forms to your State/Country Coordinator.



State/Country Coordinators: Please submit Summary Data into the online Data Collection and Reporting Tool at www.coastalcleanupdata.org.



If you are unable to contact your State or Country Coordinator, please mail or email this form to:

Ocean Conservancy
Attn: International Coastal Cleanup
1300 19th Street, NW, 8th Floor
Washington, DC 20036

cleanup@oceanconservancy.org
www.oceanconservancy.org/cleanup

TRASH COLLECTED

Citizen scientist: Record the total number of items picked up by volunteers at the Cleanup site. The data you record are important for creating solutions for Trash Free Seas.®

Please **DO NOT** use words or check marks.
Only **numbers** are useful data.

TOTAL #



EXAMPLE

28

Plastic Bags

TOTAL #



MOST LIKELY TO FIND ITEMS

- Cigarette Butts
- Food Wrappers (candy, chips, etc.)
- Take Out/Away Containers (Plastic)
- Take Out/Away Containers (Foam)
- Bottle Caps (Plastic)
- Bottle Caps (Metal)
- Lids (Plastic)
- Straws/Stirrers
- Forks, Knives, Spoons

TOTAL #



FISHING GEAR:

- Fishing Buoys, Pots & Traps
- Fishing Net & Pieces
- Fishing Line (1 yard/meter = 1 piece)
- Rope (1 yard/meter = 1 piece)

TOTAL #



OTHER TRASH:

- Appliances (refrigerators, washers, etc.)
- Balloons
- Cigar Tips
- Cigarette Lighters
- Construction Materials
- Fireworks
- Tires



Beverage Bottles (Plastic)

Beverage Bottles (Glass)

Beverage Cans

Grocery Bags (Plastic)

Other Plastic Bags

Paper Bags

Cups & Plates (Paper)

Cups & Plates (Plastic)

Cups & Plates (Foam)

TOTAL #



PACKAGING MATERIALS:

- 6-Pack Holders
- Other Plastic/Foam Packaging
- Other Plastic Bottles (oil, bleach, etc.)
- Strapping Bands
- Tobacco Packaging/Wrap

TOTAL #



PERSONAL HYGIENE:

- Condoms
- Diapers
- Syringes
- Tampons/Tampon Applicators

ITEMS OF LOCAL CONCERN:

1.
2.
3.

TOTAL #



TOTAL #



TINY TRASH LESS THAN 2.5CM:

- Foam Pieces
- Glass Pieces
- Plastic Pieces

DEAD/INJURED ANIMAL	STATUS	ENTANGLED	TYPE OF ENTANGLEMENT ITEM
	Dead or Injured	Yes or No	
	Dead or Injured	Yes or No	
	Dead or Injured	Yes or No	

Thank you for your valuable contributions to the Cleanup!

Section 5: Weight Conversion Chart

The Texas General Land Office Adopt-A-Beach Program suggests that you use this Weight Conversion Chart to help calculate how many pounds of trash were collected during your cleanup.

Litter Pick Up Events:

Bag of litter	25 lbs - 30-gallon/12 lbs - 13 gallon
Bag of clothes	30 lbs
Sofa	60 lbs
Chair	25 lbs
Mattress	25 lbs
Television	15 lbs
Dishwasher	75 lbs
Automobile Parts	25 lbs
Metal bed frame	3 lbs
Metal Container	50 lbs
Dresser	50 lbs
Billiard Table	250-1,000 lbs
Shopping Cart	50-60 lbs
Tire	24 lbs

Drop-Off Events or Illegal Dumpsite Removals:

Class I Garbage	10 cubic yards = 600 lbs (60 lbs per yard)
Class II Material	25 cubic yards = 750 lbs (30 lbs per yard)
White Goods	6 cubic yards = 750 lbs (125 lbs per yard)
Class III (Yard Waste)	150-300 lbs per yard
Full Garbage Truck	8 tons (16,000 pounds)

Section 5:

Data Cards - Spring and Winter

The Texas General Land Office Adopt-A-Beach data cards are now like the Ocean Conservancy International Coastal Cleanup data cards. They are simpler and used at the Spring and Winter Cleanups, and any other special cleanups.

Spring and Winter Data Card (example shown at the end of this section)

During Spring and Winter Cleanups, the Adopt-A-Beach Program uses its own data cards, which are a mirror image to the International Coastal Cleanup card.

The data collected from the Spring and Winter cleanups are recorded in the Ocean Conservancy's online reporting system just like the fall cleanup, except that we use this and have access to this data year round.

Please tally your data cards as quickly as possible and send your summary card to the Adopt-A-Beach Program via email or regular mail.

VOLUNTEER TRASH DATA FORM

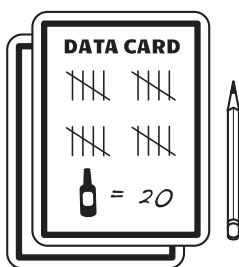


Ocean and waterway trash ranks as one of the most serious pollution problems choking our planet. Far more than an eyesore, a rising tide of marine debris threatens human health, wildlife, communities and economies. Ocean trash is entirely preventable, and the data you collect today is invaluable for helping us educate the public, businesses and government officials about the scale and consequences of our marine debris problem. **Thank you for participating in one of our beach cleanups!** Your commitment is the first step toward ensuring a cleaner Texas coast year-round.

HERE IS HOW IT WORKS:



Pick up the trash



Record the data



Dispose of trash properly

CLEANUP SITE INFORMATION:

Cleanup Site Name

County Nearest Crossroad

CATEGORY OF CLEANUP:

Coastal ☐ Inland ☐
Waterway ☐

TYPE OF CLEANUP:

Land ☐ Underwater ☐ Watercraft ☐

NUMBER OF VOLUNTEERS WORKING ON THIS CARD:

Adults ☐ Children ☐

MOST UNUSUAL ITEM COLLECTED:

PLEASE RETURN THIS CARD TO YOUR AREA COORDINATOR OR MAIL OR EMAIL IT TO:



Texas General Land Office Adopt-A-Beach Program
P.O. Box 12873
Austin, Texas 78711-2873
beach@glo.texas.gov
texasadoptabeach.org

Trash Collected

Citizen scientist: Pick up all trash and record all items you find below. No matter how small the items, the data you collect is important.

Example:

Plastic Bags:

=

8

Total #

Most Likely to Find Items:

Total #


Cigarette Butts:	=
Food Wrappers (candy, chips, etc.):	=
Take Out/Away Containers (plastic):	=
Take Out/Away Containers (foam):	=
Bottle Caps (plastic):	=
Bottle Caps (metal):	=
Lids (plastic):	=
Straws/Stirrers:	=
Forks, Knives and Spoons:	=

Beverage Bottles (plastic):	=
Beverage Bottles (glass):	=
Beverage Cans:	=
Grocery Bags (plastic):	=
Other Plastic Bags:	=
Paper Bags:	=
Cups and Plates (paper):	=
Cups and Plates (plastic):	=
Cups and Plates (foam):	=

Fishing Gear:
Total #


Fishing Buoys, Pots and Traps:	=
Fishing Net and Pieces:	=
Rope (1 yard = 1 piece):	=
Fishing Line (1 yard = 1 piece):	=

Packaging Materials:
Total #


6-Pack Holders:	=
Other Plastic/Foam Packaging:	=
Other Plastic Bottles (oil, bleach, etc.):	=
Strapping Bands:	=
Tobacco Packaging/Wrap:	=

Other Trash:
Total #

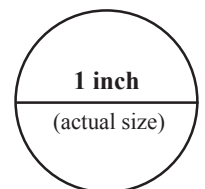

Appliances (refrigerators, washers, etc.):	=
Balloons:	=
Cigar Tips:	=
Cigarette Lighters:	=
Construction Materials:	=
Fireworks:	=
Tires:	=

Personal Hygiene:
Total #


Condoms:	=
Diapers:	=
Syringes:	=
Tampons/Tampon Applicators:	=

Tiny Trash Less Than 1 Inch:
Total #


Foam Pieces:	=
Glass Pieces:	=
Plastic Pieces:	=


Dead/Injured Animal
Status
Entangled
Type of Entanglement Item

Dead or Injured

Yes or No

Items of Local Concern:

1.

2.

3.

Cleanup Summary:

No. of Trash Bags Filled

Weight of Trash Collected

lbs.

Distance Cleaned

miles

Coordinator

TRASH DATA FORM



Dear Cleanup Coordinator:

Thank you for your hard work, dedication and valuable time spent on this important cause! We appreciate your commitment and passion for keeping Texas beaches clean.

Before you complete this form, compile all data from the Volunteer Trash Data Form. For each item of trash, add the total number of pieces and enter this number in the "Total" box on the back of this data form. Numbers are the only valid form of data, so please DO NOT use words or check marks in the boxes next to trash items.

NAME: _____ **EMAIL:** _____

CLEANUP SITE DESCRIPTION:

Type of Environment (choose one):

- ☐ Saltwater (ocean/bay/estuary)
- ☐ Inland (no water body present)

Mode of Data Collection (choose one):

- ☐ Land (beach/shoreline or inland)
- ☐ Watercraft (powerboat, sailboat, kayak or canoe)

CLEANUP SITE INFORMATION:

Cleanup Site Name (beach, park, etc.): _____

County: _____

CLEANUP SUMMARY:

Month: _____ Date: _____ Year: _____ Total Number of Volunteers at this Site: Adults _____ Children _____

Total Weight of Trash Collected: _____ lbs. Total Number of Bags Filled: _____

Distance Cleaned: _____ miles

MOST UNUSUAL ITEM(S) COLLECTED:

1. _____ 2. _____ 3. _____



PLEASE RETURN THIS FORM TO:

Texas General Land Office Adopt-A-Beach Program
P.O. Box 12873
Austin, Texas 78711-2873

OR SCAN TO:

beach@glo.texas.gov

Thank you for your valuable contribution to the cleanup!

Trash Collected

Please DO NOT use words or check marks.
Only numbers are useful data.

Total #



28

Plastic Bags

Example:

Total #



Most Likely to Find Items:



- Cigarette Butts
- Food Wrappers (candy, chips, etc.)
- Take Out/Away Containers (plastic)
- Take Out/Away Containers (foam)
- Bottle Caps (plastic)
- Bottle Caps (metal)
- Lids (plastic)
- Straws/Stirrers
- Forks, Knives and Spoons

- Beverage Bottles (plastic)
- Beverage Bottles (glass)
- Beverage Cans
- Grocery Bags (plastic)
- Other Plastic Bags
- Paper Bags
- Cups and Plates (paper)
- Cups and Plates (plastic)
- Cups and Plates (foam)

Total #



Fishing Gear:

- Fishing Buoys, Pots and Traps
- Fishing Net and Pieces
- Rope (1 yard = 1 piece)
- Fishing Line (1 yard = 1 piece)

Total #



Packaging Materials:

- 6-Pack Holders
- Other Plastic/Foam Packaging
- Other Plastic Bottles (oil, bleach, etc.)
- Strapping Bands
- Tobacco Packaging/Wrap

Total #



Other Trash:

- Appliances (refrigerators, washers, etc.)
- Balloons
- Cigar Tips
- Cigarette Lighters
- Construction Materials
- Fireworks
- Tires

Total #



Personal Hygiene:

- Condoms
- Diapers
- Syringes
- Tampons/Tampon Applicators

Items of Local Concern:

1. _____
2. _____
3. _____

Total #



Total #



Tiny Trash Less Than 1 Inch:

- Foam Pieces
- Glass Pieces
- Plastic Pieces

Dead/Injured Animal	Status	Entangled	Type of Entanglement Item
	Dead or Injured	Yes or No	
	Dead or Injured	Yes or No	
	Dead or Injured	Yes or No	

Section 6

Additional Adopt-A-Beach Program Opportunities

Section 6:

Beach Adopter Program

By becoming an official Beach Adopter in the Texas General Land Office Adopt-A-Beach Program, the adopter joins a network of concerned Texans dedicated to keeping our coast clean and beautiful.

Beach Adopter Program

- Invites interested volunteer groups to adopt a section of beach in their local community.
 - This can be civic or nonprofit groups, businesses and/or individual.
 - Each participating Adopter agrees to clean a stretch of beach at least three times a year for a two-year commitment.
 - * During the Spring cleanup in April, if possible.
 - * During the Fall cleanup in September, if possible.
 - * At another time of their choosing.

How It Works

- The application can be found at www.texasadoptabeach.org.
- The applicant can apply online or download the application and complete and sign the form to become an official Beach Adopter. Return the form by regular mail, or scan and email the form to beach@glo.texas.gov.
- The applicant should identify a section of beach to be adopted or call us for assistance.
- An adoption packet will be prepared and mailed to the applicant and the site coordinator.
- Generally, we no longer provide signs except under special circumstances. If the Beach Adopter wants a sign, there is a fee and it is subject to limitations.

Responsibilities of the Adopt-A-Beach Program:

- Adopt-A-Beach staff will send Beach Adopter information and adoption forms to interested volunteer groups upon request. The form is also posted on the website at www.texasadoptabeach.org
- Adopt-A-Beach staff will ensure that the Beach Adopter form can be accessed and completed online at www.texasadoptabeach.org
- Upon receipt of a completed Beach Adopter application, Adopt-A-Beach staff will notify the coordinator of the requested area and send the coordinator a copy of the adoption form.
- Adopt-A-Beach staff will send each adopter group a “Welcome Packet” that includes a letter and a certificate signed by the Texas Land Commissioner.

Responsibilities of the Local Coordinator:

- Upon receipt of an adopting group’s application, the local coordinator will work with the Adopt-A-Beach staff to assign the group a section of the beach to clean.
 - Try to accommodate requests whenever possible.
 - If there are no available miles in your designated area, request that the prospective adopter group share a mile with a group already in the program or come up with an alternate location.
- Assist the adopter group with setting up its independent (third) cleanup.
 - Provide Beach Adopters or have Adopt-A-Beach staff provide trash bags, gloves, data cards and pencils.
 - Coordinate with city/county to make sure the trash bags are removed from the beach.
 - If you are unable to assist in the organization of the Beach Adopter volunteers’ third cleanup, please notify us. If necessary, the Adopt-A-Beach staff will assist in coordinating this cleanup.
- Inform the Beach Adopter group members that while they clean their adopted section of beach during the Fall and Spring coastwide cleanups, other volunteer groups are welcome to assist with cleaning particularly busy stretches of beach.

Section 6: Children's Art Contest

The Texas General Land Office Adopt-A-Beach Treasures of the Texas Coast Children's Art Contest began in 1996. It is a statewide art contest that encourages young artists to learn about the natural resources found along the Texas coast.

How the Art Contest Works:

- Students are asked to draw what they treasure the most about the Texas coast.
 - Open to students in kindergarten through 6th grade in public, private and home school educational settings.
- Art contest flyers are sent to all principals, art teachers and science teachers in mid-November each year. The deadline for all entries is generally the first of March each year.
- In early spring, 10 winners will be selected from each category:
 - * Grades K, 1, and 2
 - * Grades 3 and 4
 - * Grade 5
 - * Grade 6
- All 40 winners receive prizes and a certificate of recognition from the Texas Land Commissioner. The winning artwork will also be posted on our website, featured in our Adopt-A-Beach calendar and on display at the state capitol for a designated period of time.
- From the 40 finalists, one child's artwork is chosen as the overall grand prize winner.
- In addition to standard prizes, the grand prize winner will receive additional prizes and his or her art will be featured on the front cover of the Adopt-A-Beach calendar.

Section 6:

Youth Patch Program/Community Recognition

The Texas General Land Office Adopt-A-Beach Patch Program was created to recognize youth organizations that participate in an Adopt-A-Beach cleanup. The patch is FREE to anyone that would like one.

Adopt-A-Beach Program Patches

Each year, a different patch design is created for beach cleanups. Patches are free of charge and available during our cleanup events at each of the check-in site locations.

Who is eligible to receive a patch:

- Scouts
- Any youth organization
- Anyone who wants one

For additional patches, please contact the Adopt-A-Beach Program at beach@glo.texas.gov or at 1-877-TXCOAST (892-6278).

Adopt-A-Beach Community Service Forms

Adopt-A-Beach community service forms are available to show completion of volunteer hours. Please be sure to have these forms available at the cleanup.

Section 6: License Plate Program

You can support the Texas General Land Office Adopt-A-Beach Program by displaying a special license plate on your vehicle. More than 70 percent of the fees for the specialty plate are dedicated to supporting the Texas coast.

Cost

- \$30 in addition to regular vehicle fees.
 - \$22 of the \$30 is used to support the Texas coastline.
- Personalized plates cost an additional \$40.
- The cost of purchasing the plate is considered a **tax-deductible** donation from you.

Anyone can purchase the license plate, but only Texas residents may display them on their cars. All types of vehicle license plates have the personalization option.

To reserve your specialty plate, please visit txdmv.gov or your local tax office website to order your plate today!



Section 6: Educational Materials

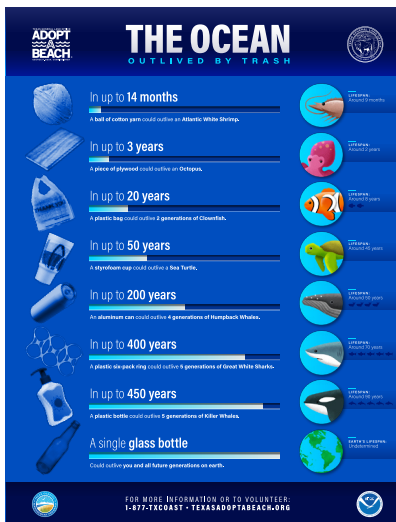
The Texas General Land Office Adopt-A-Beach Program has educational materials in both print and online versions for public use.

Lesson Plans

Children ages 5 to 14 (grades K through 8) can learn about coastal issues through fun and challenging activities. There are six lessons, each with a specific message to help students broaden their knowledge of marine debris and coastal issues. The lessons have been approved by the Texas Education Agency and have met criteria for the Texas Essential Knowledge and Skills test (TEKS).

Marine Debris Timeline Decomposition Poster

Timelines for decomposition of common trash items can be found on the marine debris timeline poster.



TEXAS GENERAL LAND OFFICE

ADOPT-A-BEACH Program Logo Usage Guidelines

A. ACCEPTABLE VARIATIONS



Original logo- blue

Original logo- black

PMS Color: Blue- Pantone 2945C

PERMISSION TO USE THE LOGO

- The GLO has intellectual property rights to the logo. No one may use the logo without first gaining express permission from the Adopt-A-Beach Program Coordinator Adrian Loucks or from the GLO Publications Division in the Office of Communications.

ONCE YOU HAVE OBTAINED PERMISSION TO USE THE LOGO, FOLLOW THESE USAGE GUIDELINES

- Use the original logo only in its entirety and without modification. Never recreate the logo.
- Always maintain a clear space around the logo. Do not allow other elements to come into contact with it.
- Do not obscure any part of the logo by placing type, photographs or other elements on top of it.
- Individual logo elements (title, waves, etc.) should never be used alone.
- The words "Texas General Land Office" may never be removed or cropped out of the logo.

Acceptable Variations (Example A)

- The logo may be printed either one-color in either blue or black.

On a Non-White Background (Example B)

- The logo must always be printed with high contrast when displayed on a non-white background. It is permissible to use a reversed logo on a dark background. For any specific design questions, contact the GLO for review.

Reducing or Re-Scaling or Otherwise Transforming the Logo (Example C)

- The logo may be resized, but must remain proportional and undistorted. Do not rescale the logo vertically or horizontally.
- Never reduce the logo to the point where any part of it is unrecognizable or unreadable.
- Do not rotate the logo more than 45 degrees compared to the rest of the text.
- The logo should not be printed at such a large size that it becomes pixelated (*see example*). The logo should never be pixelated or distorted in any way.
- Do not use a logo intended for web display on printed materials. (Generally, logos and graphics pulled from the web, unless they are specifically labeled for use in print, are low resolution and will appear pixelated when printed.)

MISUSE - The Adopt-A-Beach logo cannot be used:

- to sell, advertise, market or package a specific product without the approval of the Adopt-A-Beach Program Coordinator.
- to imply an endorsement by the Adopt-A-Beach Program of an organization or its products or services without express permission.
- to market, advertise or otherwise promote or endorse a product, service or person that can be viewed negatively by the public. The logo should also not be displayed in conjunction with images or names that may be considered inflammatory or offensive.

QUESTIONS? If you have any questions about the use of the Adopt-A-Beach logo, or to obtain an electronic copy, please contact Program Coordinator Adrian Louks at the General Land Office at 512.463.5057 or by email at adrian.loucks@glo.texas.gov -or- the GLO Publications Division—Lance McIlhany (512.463.4025) or email lance.mcilhany@glo.texas.gov.

B. NON-WHITE BACKGROUND



CORRECT

(logo high contrast)

INCORRECT

(not enough contrast)



C. REDUCING, RE-SCALING OR TRANSFORMING



INCORRECT

(horizontally distorted)

INCORRECT

(vertically distorted)



INCORRECT

(image is rotated more than 45 deg.)

INCORRECT

(image is pixelated)



A publication of the
Texas General Land Office
P.O. Box 12873
Austin, Texas 78711-2873

glo.texas.gov
877-TXCOAST
800-998-4GLO

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